



Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

We note in The Ad-Visor column of last Friday's (March 19) Tribune the account of the alleged discourteous treatment in our establishment of one of your correspondents. We are surprised and surprised that statements of this nature are published without investigation, especially in the light of our recent interview with your Mr. La Vigne, when we received his personal assurance that all letters would be referred for investigation before publication.

A policy that invites truth-juggling prize hunters to assail reputable merchants, without the safeguard of any substantiating testimony, is, in our opinion, dangerous and unethical, and we are at a loss to understand how The New York Tribune can sanction any such procedure. Only recently we had the opportunity of running down the complaint of one of these \$2 prize hunters, who developed that the incident referred to happened about three years ago.

We beg to request that in future you refrain from publishing letters of commendation concerning us, and would further suggest that you endeavor to ascertain the facts before lending your columns to the use of unreasonable, irresponsible or publicity-seeking letter writers.

The request is an improper one and is refused. Coming as it does from a heavy advertiser it sounds a sinister echo of the time, by no means remote, when "requests" of this sort emanating from department stores carried, and were expected to carry, the force of an imperial ukase in the newspaper offices. The Tribune is not edited by any advertiser, and advice and counsel such as are contained in the Altman letter are not taken in good part in this office.

Certain errors, both direct and inferential, are to be noted. No assurance was ever given to Altman's or any other store that "all letters would be referred for investigation before publication," though, in general, that is the policy of the Bureau of Investigations. The writer of the letter to which B. Altman & Co. take exception—a very fair-minded and judicial letter, by the way—is not a "truth-juggling prize hunter," nor an "unreasonable, irresponsible or publicity-seeking letter-writer," as the author of the Altman letter, in a fine frenzy of literary excitement, suggests. On the contrary, that communication comes from a person long known to The Ad-Visor as occupying an important position, in which accuracy of observation and statement are of professional essentials. In assuming that the letter was published without full knowledge of the character of the testimony B. Altman & Co. are committing the very error which they impute to The Ad-Visor. They are expressing conclusions without basis therefor.

In many respects Altman's is an admirable store. In other respects it is less admirable. The Ad-Visor will comment upon both phases, with due regard to the weight of evidence, as letters come in upon one point or another, just as it has done and will continue to do with other stores.

Your commendation of the policy of many of the better stores to satisfy the customer at any cost, pulls on me.

In the first place, it does not seem fair to the stores, and in the second place, it seems to me that sooner or later the regular run of customers will somehow have to pay their share of needless loss to the store caused by those who, being given an inch, will take a mile. I commend the policy of the store in case of their error to make good with the customer, but I do not think it right to the store or to the average man to have the store lose money in trying to please unreasonable and unfair customers.

C. F. JOSLIN.

Nor does The Ad-Visor.

If there is a newspaper published in America with lower standards of advertising honor and morality than the Rochester Democrat and Chronicle, of Rochester, N. Y., the Ad-Visor doesn't know where to find it. Under the heading of "Medical," in the classified department, are grouped Animal Magnetism, clairvoyance, "treatments of evil (sic) habits by drugless methods," "locomotor ataxia," "magnetic healing and massaging by lady," "free consultation and drugless healing for 'chronic and so-called incurables'—and nestling unobtrusively right in the midst of these and other various fakes a truly delightful joke upon the quick-boasting newspaper and its quick advertisers, in this form:

RESIDENTS of Rochester, avoid quack doctors, quack dentists and patent medicines. You are long known to me. You will not be cured and your health may be ruined by the use of them. Free confidential advice concerning the health of the Health Bureau, Chestnut and James streets, Mondays and Thursdays, 3 to 4 and Mondays 7 to 8 P. M.

That is the method chosen by the Rochester official Bureau of Health to get the facts before the public. Of course, the Rochester Democrat and Chronicle will not publish free the truth about quackery; it gets too much money for publishing the lies of quackery. Therefore, the Health Bureau, in its campaign of popular education, pays the Democrat and Chronicle for the privilege of saving the paper's readers from the dollar-and-health traps of the paper's advertising patrons. A truly curious combination! Why shouldn't the Bureau of Public Health Education of the New York Health Department, as part of its able and energetic campaign, try the experiment on the publications of Messrs. Hearst, Pulitzer and Bennett? Query: Could it get the advertising published?

The indexed is, of course, not, but just to be sure I looked in the telephone book for "Dr. S. S. Specialist." It is needless to say that there was no "S. S. Specialist" of any kind in the book.

Why in heaven's name do reputable people like Riker-Hegeman allow their names to be used in connection with this sort of thing? As you may guess this was cut from Hearst's Journal.

It is "nuxated iron," one of the most recent of the brood of prescription fakes, that invokes the authority of the imaginary "Dr. E. Sauer, Specialist," of this city. Riker-Hegeman's justification, if there be any, for lending the firm's name to this variety of trash, is hospitably awaited.

It isn't only the big fellows who can give lessons in how to hold a customer.

For several weeks I've walked over from my office to the Third Avenue "L" station at Twenty-eighth Street. There is a newsstand under each flight of steps. As I dropped my cent the first evening and sang out "Thank you," I was very much surprised to hear a cheerful "Thank you" from the man in charge, with the accent on the "you."

Each evening since I've enjoyed that cheerful "Thank you," rising infection. It is a pleasure to do business, even if it's but a penny business, at that stand. So much so that I found myself deferring a magazine purchase on my trip down from New Rochelle so as to give the business to my cheery, yet perfectly courteous, friend.

Last evening I was detained at the office and didn't get to my newsstand until late. "Mail, please," I called. I had learned a little lesson in politeness. Imagine my astonishment at hearing "The late edition of The Mail is all out; we have an earlier edition, or we can give you a late Sun, Globe," etc., etc.

There was no misrepresentation at the newsstand under the north-west stairway, at Third Avenue and Twenty-eighth Street.

W. S. CLOSE.

Putting a special "you" into a "Thank you" is good business. Competition is keen at 28th St. and Third Ave., but it is safe to assume that the stand on the northwest corner is not the least prosperous of the four.

The clipping which I am attaching from the National Druggist is one of the most entertaining pieces of hypocrisy which have come to my attention in some time. In the very same issue which contains this moral and uplifting sentiment is a full page advertisement of Ecken's preparations, and also an editorial boast from the Druggist. Besides this, the columns are filled with advertisements of the worst kind of fake patent medicines; and editorial pages of every issue are devoted to slinging mud at all forms of legislation connected with the drug field, but it has a long way to go with the National Druggist.

Here is the National Druggist's view (editorial) of it:

"If your advertising is not honest, no more are you honest. You cannot in your advertising, unless you are a liar in person, and there is no half way about it."

Far be it from The Ad-Visor to point this moral or adorn this tale!

While in one of the large department stores the latter part of last week, I happened to have my copy of The Tribune with me and while waiting for my purchase was reading your ad about the prize given from the Lord & Taylor letter.

The floorwalker of that department came up to sign my check and happened to see the ad. He told me the following experience:

A man came into their store a short time previous with a pair of gloves that he had purchased two weeks previously, the stitching on the thumbs having given away, and he demanded that the gloves be exchanged for a new pair. They stated that if he would leave the gloves with them they would have the stitching repaired and returned to him the next day. He was not satisfied with that, said he was going away on his infirmity and they would send the gloves upstairs and have them repaired immediately. He then stated that he came from The New York Tribune and that if the gloves were not exchanged immediately for a new pair they would hear about it.

I do not know what disposition was made of the case, but it strikes me that The Tribune should investigate such cases as this. It is too bad that good work such as you are doing should be for practically blackmaling purposes.

The man lied. Any store having a similar experience will confer a favor upon The Tribune by detaining the supposed Tribune representative and calling up the Bureau of Investigations, 3000 Beekman, at once.

## MEASLES KILLS FOUR MORE

Hackensack's School Board Closes Kindergarten for Fortnight.

Hackensack, N. J., March 19.—Four more deaths to-day resulted from Hackensack's epidemic of measles, making a total of eight. The local Board of Education held another special mid-night session last night and decided to close kindergarten classes for two weeks and urge the parents of children in the other four grades who have not yet had the measles to keep them at school for two weeks. It was also decided to allow children who have had measles to return to school.

The Health Board and the police will insist that no child under twelve years of age be permitted to attend Sunday school, theaters or places of amusement for two weeks. Hundreds were sent back from their Sunday schools to-day.

## SUES G. M. LANDERS FOR \$1,018,288 DAMAGES

Mondand Says He Played Into the Hands of Rival Gas Firm.

George M. Landers, ex-president of the Connecticut Senate and president of the Pressure Lighting Company, is being sued for \$1,018,288 damages by Bagdad Mondand, general manager of the Public Lighting Service Corporation, whom Landers recently sued for \$70,000 for slander. In the slander case the jury found in favor of Mondand.

Landers and Mondand were president and vice-president of the Pressure Lighting Company, and were also associated in the United Gas Improvement Company, of Philadelphia, which controls the street lighting in most of the large cities of the country. This action, it is alleged, caused the Pressure Lighting Company to lose contracts in Boston, Indianapolis and other cities. Arthur L. Livermore, secretary of the Pressure Lighting Company, is also a defendant in the case.

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## SAY SHONTS MADE BONA FIDE OFFER

Investigators Will Dig Into Subway Building Letter To-day.

## THOMPSON AGAIN ATTACKS WHITNEY

Tells of Supposed Deal for Quarter, but Commissioner Denies He Sought Mercy.

Theodore P. Shonts was reported well yesterday, and this morning he will be recalled to the stand by the Thompson committee. The examination of the Interborough head will be along lines to show that the proposal he made in a so-called unsigned letter to William R. Wilcox on March 22, 1910, to build the subway with Interborough money was in all respects an offer to build.

It has been contended by Mr. Wilcox, to whom the letter was addressed as chairman of the Public Service Commission by Commissioner Travis Whitney, then secretary of the commission, and by Controller Prendergast that this was an informal proposal.

The committee expects to prove that this was not the case. Senator Thompson and Frank Moss, counsel to the committee, hope to show that this was not only a legitimate offer, but that it was formally ratified on or about March 23, 1910, by the Interborough's board of directors.

It was one month later that Mr. Shonts, with Mirabeau Towns, visited Mayor Gaynor at his home in St. James. After this meeting of the Mayor and the Interborough head the city abandoned its proposed trolley route, to be built and operated by the city. Then the Interborough made the dual subway system proposal, which was accepted.

Senator Thompson said that the statement issued by Controller Prendergast last week to the effect that the proposal of the Interborough in this Shonts unsigned letter was "different than what was finally accepted" was true technically.

The Prendergast Letter

"Controller Prendergast's letter was technically true," said Senator Thompson, "for the Interborough proposed not only to build an East Side subway up Madison Avenue, instead of Lexington, but in addition to build a loop under the East River and a moving platform from Fourteenth Street or thereabouts to Times Square."

Then Senator Thompson renewed his attack on Commissioner Whitney, saying that a stenographer employed by the committee had told him that Mr. Whitney offered to aid the committee if Senator Thompson let up on his fight against his confirmation as Public Service Commissioner.

"Whitney," said Senator Thompson, "feels that he must not conceal. He feels he must not give anything voluntarily and must only help the committee when forced to. That seems to be the inflexible rule of every one down here whom we have examined so far."

Commissioner Whitney in reply said that he had not assumed any such attitude and had not suggested to an employee of Senator Thompson that he wanted Senator Thompson to let up on his fight against him.

"It seems that it is not safe to talk with Senator Thompson or any representative of his without having a witness present," said Commissioner Whitney. "The last thing that I want to do is to undertake to make a deal with Senator Thompson. I think that my confirmation by the Senate after his unfair fight is sufficient answer to anything he has said about me."

"On March 4 I saw Senator Thompson at his request. He said: 'I hear you are a little disturbed. The only thing I know about is this Brooklyn elevated business that Senator Lawson is talking about. What have you got on your mind?' I replied: 'I think there are some things you can go after for example, the third-tracking contract. I have no facts, but it is a subject that should be investigated thoroughly. I think you also ought to talk with Mr. Wilcox, who had negotiations with Mr. Shonts which were busted by Mr. Morgan.'"

"Senator Thompson was then an hour late for another engagement and agreed to see me later at the Harvard Club. I waited there for him, but he did not show up."

Morgan Refuses to Talk.

Commissioner Whitney said he believed it important that the Thompson committee should proceed promptly to develop the more important matters it has uncovered.

Last night Senator Thompson said that if he could get George W. Young he would put him on the stand to follow Mr. Shonts. He said he would not call Mr. Morgan to-day, but would probably put him on the stand Friday.

When Mr. Morgan was asked yesterday about the Thompson committee he shut off questioning by saying:

"I know nothing about it."

"The charge that comes from the grave of the late Gardiner M. Lane," said Senator Thompson, "is the big thing. And we will not be shut off from our search of the truth of that charge. Here was William A. Read, one of the Interborough directors, who went to Mr. Morgan with Mr. Lane to protest against the third-track contract to Shonts's friend Stevens, with its \$2,000,000 profit. And when we sent a man to talk to him about it he declared he did not know a thing about it. But when we put him on the stand under oath he seemed to know a great deal about it. That has been the way with every witness we've had."

Senator Thompson said that after the Legislature adjourned the committee would hold five sessions a week.

DECLARES AMERICANS ARE UNFIT FOR WAR

Harvard Professor Says Citizens Are Physically Weak.

(By Telegram to The Tribune.)

Cambridge, Mass., March 19.—The American citizen is physically unfit for military duty, declared Dr. Dudley A. Sargent, of Harvard, in a statement to-day, adding that lack of proper physical training had brought the nation to its present weakened straits.

"The mental capacity of our rank and file is not what it should be," said Dr. Sargent, "being limited by our inadequate blood supply and our overwrought nervous system. Our moral courage lacks the stimulus derived from the practice of manly sports—the only real and superior substitute for the stimulus of war."

"Our forefathers were pioneers, men of hardihood, courage and indomitability, used to a wholesome mingling of mental, moral and physical hardships and trials. Since then the paths have grown easier, and weaker stock has followed in the trails blazed by the strong."

"Love of country, manly vigor and the spirit of cooperation are not too plentiful."

"No people living under the trying conditions of our complex modern life can, in any considerable proportion, withstand the hardships of modern warfare, to say nothing of rendering service, unless it pays considerable attention to counteracting the degrading and overspecializing tendencies of modern working and living conditions."

Further, any people who persist in ignoring the fundamental requirements for keeping up the efficiency of the human mechanism will become subordinate to or dependent upon another group, stronger and more efficient than themselves."

"Of the men drafted in the Civil War 36.7 per cent from all occupations were rejected on account of their physical disability, 52 per cent from the professional class, 47.9 per cent from the mercantile class and 43.4 per cent from the unskilled laborers. Of the men accepted thousands became a burden rather than a help, partly through the ignorance of their officers, partly through their own inferior physique and quality and their ignorance of how to live."

BLAKELOCK CAN RESUME PLACE, ARTIST THINKS

Carl J. Blenner Says Appeal for Funds Should Be Made.

R. A. Blacklock can come back and resume his place as one of America's foremost artists, in the opinion of Carl J. Blenner, the portrait painter and landscape artist.

Efforts are being made to arouse the sympathy of art loving Americans to raise money to provide a studio, care and comforts for Blacklock, providing his release from the Middletown Insane Asylum, where he has been confined sixteen years, can be procured.

The artist, whose paintings Mr. Blenner says, rank with Sargent and George Innes, America's most famous portrait and landscape artists, shows signs of sanity and a return to his normal self, according to physicians.

"I knew Mr. Blacklock slightly," said Mr. Blenner in his studio, at 85 West Fifty-seventh Street, last night. "He used to visit Harry Watson, secretary of the Academy of Design, and I would meet him often in the corridors. That was almost twenty years ago. He was eccentric and used to have cords tied around the bottom of his trousers. He was a wonderful painter, but made little money from his work. His fame has come since he has been in Middletown."

It is not unusual to find eccentricity or even insanity among artists, according to Mr. Blenner.

"Whistler was eccentric," he said. "Millet died a pauper, and after his death his 'Angelus' was sold for \$16,000, a record price at that time. Munkacsy, the famous Hungarian artist, who painted the celebrated picture, 'Christ Before Pilate,' and whose painting 'At the Pawnshop' hangs in the Metropolitan Museum, died insane."

Hans Makart, whose 'Diana at the Hunt' is in the Metropolitan Museum, also went insane before he died, according to Mr. Blenner.

Blacklock, Mr. Blenner is sure, can resume his place if reports of his condition are true.

"But," said Mr. Blenner, "if they wish to raise funds for him they should interest art lovers and the brokers who sell pictures, and get the biggest share of the profits, and not artists. They are almost as poor to-day as they were in Millet's time."

## CANTOR A BRUTE, SAYS GIRL-WIFE

Bade Her Cook, Read Classics and Stop Looking Out of the Window.

Both Seek to Cut Marriage Bonds